



VST SHAKTI SAMACHAR

RICE TRANSPLANTER TRAINING PROGRAMME

BIHAR

We had successfully conducted Rice Transplanter Training Programme and Demo at Bihar where in total 8 Mechanics, about 60 farmers, 6 Government personnel - (JDA ,Patna Division ,DAO-Nalanda, PD-Nalanda, BAO-Naland and District scientist) and 4 RSO Personnel had participated.



ODISHA

We had conducted a training camp on assembling and servicing of VST Mitsubishi Shakti VT 224ID tractor & Rice Transplanter at Odisha Farm Machinery Research & Development Centre (OFMRDC). Bhubaneswar.



REQUEST FOR FEEDBACK

We welcome feedback, suggestions and writeups / articles from all the VSTeans to contribute to the newsletter. We also welcome subjects in vernacular languages.

You can call us on: 91 - 80 - 67141428
or mail us to: abinashgouda@vsttillers.com



VST SHAKTI

V.S.T TILLERS TRACTORS LTD



Post Box No. 4801, Whitefield Road, Mahadevapura P.O., Bangalore - 560 048. INDIA
Phone: +91 - 80 - 67141418/23 | +91 - 80 - 67141111, Fax: +91 - 80 - 28510221, CIN: L34101KA1967PLC001706.
Website : www.vsttillers.com, e-mail: sales@vsttillers.com



VST SHAKTI SAMACHAR

FROM THE EDITORIAL DESK



Hello VSTeans,

As the old adage goes "Time Flies..." We had circulated recently the first issue of VST Shakti Samachar and are still in the process of taking feedback from all the VSTeans and the time has come to compile and release the second issue.

We at VST are attuned with rising market demands and have shown progress in our activities, both at production and marketing levels.

We have covered majority of the activities and achievements in this newsletter and if you feel we have missed anything important to cover in this issue or if you have any suggestions to improve, kindly communicate.

Best wishes,
Editorial Team.

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MESSAGE FROM DIRECTOR - CORPORATE STRATEGY



Hello VSTeans,

I have just finished reading the first issue of the newsletter and my team requested a message from me for the second issue, I can only appreciate their commitment and effort to achieve an unilateral communication across the organisation.

We are all part of VST family, but seldom have time to know about happenings within the organisation apart from our specific roles or departments, a Newsletter like this is a ready reckoner to keep ourselves abreast on periodical activities and happenings in the family.

The editorial team needs to be congratulated for their enthusiastic efforts to bring this out with your active support and feedback. I look forward to the day when each one of you will be anxious to read every issue like you wait for the daily newspaper. All of you together can make it happen. It belongs to you, it is your pride.

With Best Wishes,

B.C.S. Iyengar,
Director - Corporate Strategy.



EMPLOYEE FORUM

Mr. L. NAGENDRA

Mr. L. Nagendra, is a Mechanical Engineer with a Post Graduate Diploma in Materials and Production Management.

Out of his 41 Years of Industry experience he had dedicated his last 27 years of professional life to VST. Joined as an Assistant Engineer in Materials Management, he had followed, preached and practiced his mentor Late Mr. V. T. Velu's advice "to be honest and loyal towards the professional life in all the transactions". Mr. Nagendra has grown along with the organization and retired recently.

VST is proud to have Mr. L. Nagendra, who has contributed enormously to the organization. He is an avid reader, swimmer and enjoys playing billiards, cricket and table tennis. He loves to spend time with family and friends and watching sports.

VST Shakti Samachar convey best wishes to Mr. L. Nagendra and his family.



1000 TRACTORS ROLLED OUT IN A MONTH

VST is very proud to announce that 1000 tractors have been produced and rolled out from our new Hosur Plant in one month. The 1000th tractor has been shipped on 26 June 2014.

We congratulate our entire team at Hosur Plant and look forward for many such accomplishments.



EVENT INDEX

**1000 Tractors
Rolled Out In A
Month - Hosur
Plant, Bangalore**

**V.S.T Tillers
Tractors Ltd.
Signed MOU with
Punjab National
Bank**

**Newsletter
Release & All
India Dealers
Conference**

Press Releases

**Service Camp -
Arwal, Bihar**

**Awareness
Campaign -
Bargarh, Odisha**

**Promotional
Activities:
- Panapakkam &
Karumpakkam -
Tamil Nadu
- Siyana, Uttar
Pradesh**

**Van Campaign -
Bihar**

**Rice Transplanter
Training
Programme:
- Bihar
- Odisha**



IMPORTANT TIPS ON PRESENTATION

Any time you make a presentation – whether it's to a prospective customer, the local Chamber of Commerce, or your CEO – you need to plan ahead and know what you're going to do. Just having a game plan and doing a little rehearsing beforehand will make your presentation easier. Here are a few other tips to help you get the most from your presentations.

Do Your Research

Know what your audience is looking for, and tailor your presentation to fit. Not only will this interest your audience, it will add to your credibility if they know you've done your homework.

Look Professional

If you want your audience to take you seriously, you need to look serious. When in doubt, wear a suit. If the occasion is more casual, at least make sure you look pulled together – not sloppy.

Get There Early

Plan your arrival so you'll be on time, allowing for possible delays such as traffic and construction. Few things give a worse first impression than making your audience wait for you.

Build Rapport

Find out who exactly will be at the meeting, and try to collect personal information about the major decision makers. The Internet makes this fairly simple. Don't just Google these folks; check out Facebook, LinkedIn, Twitter, etc. for more information.

Set a Time Limit

As a rule of thumb, plan your presentation to last no more than sixty minutes, maximum. Tell your audience approximately how long you'll be talking, and stick to it.

Stand Up

Always give your presentation while standing – it helps your energy level.

Elaborate

Don't just read out what is projected, you should elaborate the points.

VST TILLERS TRACTORS LTD. SIGNED MOU WITH PUNJAB NATIONAL BANK

VST Tillers Tractors Ltd. (VTTL) has signed an MOU with Punjab National Bank, a pioneer in Agriculture Credit for augmenting Tractors/ Agricultural Implements financing to the farmers across the Country.

Dr. Rakesh Gupta, General Manager, Priority Sector & Lead Bank Division signed the MOU on behalf of the Bank while VTTL, was represented by Sri. R. Thiyagarajan, Executive Vice President & CFO.

Highlights:

- Apart from financing new tractors, finance on old tractors and also for repair and renovation from PNB
- PNB Dealer Suvidha Scheme – A credit facility to the tractor dealers
- 2% discount from VTTL for all the members of PNB Farmers' Welfare Fund on the loan amount.
- Scholarships from PNB to the meritorious children of the members of PNB Farmers' Welfare Fund.



VTTL also has similar agreements / understandings with other leading public / private banks and finance corporation like Canara Bank, State Bank of India, Allahabad Bank, Union Bank, Karnataka Bank and L&T Finance Ltd.

NEWSLETTER RELEASE AT ALL INDIA DEALERS CONFERENCE

Our first newsletter released by our senior management in the inauguration of All India Dealers Conference which was held on 26th & 27th April 2014 at Mahabalipuram (Tamil Nadu). The event was followed by cultural programs & dinner.



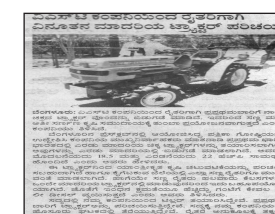
PRESS RELEASES

- Autocar Professional and The Hindu has published a column in their web-edition on 30 April 2014 and 22 April 2014 respectively.

The column talks about the commencement of production at our greenfield tractor plant in Hosur industrial town on the Tamil Nadu-Karnataka border. The first tractor from the new unit rolled out on April 25.



The same was also announced in a pre press meet at Bangalore Press Club and the article was published in various leading newspapers in **English, Kannada, Tamil and Telugu.**



- VST Shakti 130DI Power tillers were distributed among women SHG in Malda district, West Bengal by Project-in-Charge, WBCADC under Panchayat & Rural Development Department. The event was published in Bengali dailiy "Bartaman" on 24 May 2014.



IMPORTANT TIPS ON PRESENTATION

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Start with an Agenda Statement

An agenda statement is a one-sentence summary of your presentation. It gives you control of the presentation in a friendly way, and makes a great first impression.

Give Specific Examples

Don't just say "If you buy my product, you'll save money." Instead, say "Customers who use the 130 DI model save an average of Rs.10000 per year."

Illustrate Your Point

Have something for your audience to look at – photos, graphs, slides, whatever. Brochures work well because you can leave them with your audience as a reminder of your presentation.

Ask for Feedback

When you finish discussing an important point, pause and ask if your audience has any questions. By inviting a response, you draw them into the presentation and get them thinking.

Speak to Individuals

Try to learn as many people's names as possible ahead of time. Then when someone speaks up, address them by name when you answer.

Listen for Clues

If someone mentions that they've had a particular problem, stress how your proposal can help solve their problem. If your audience is kind enough to tell you their hot buttons, don't waste the information!

Watch Body Language

If your audience is leaning forward in their seats and nodding, they like what you have to say. If they're leaning back with arms crossed, they're skeptical. Snoring is also a bad sign.

Leave Time to Chat

After your formal presentation is over, try to get some less formal talking time with the decision makers to help build more rapport. This might be a Q&A session, or just a chat.



HOW TO DEAL WITH CRITICISM AT WORK

Criticism at work can affect every part of your life, adding stress during work hours and invading your thoughts outside the office. If you don't handle it well, negative feedback from your superiors and colleagues can ultimately derail your career.

You can't prevent being criticized, but controlling your own reaction can turn a negative situation into a positive one. People too often take criticism as a personal attack, or as a signal that all the things they've done right, aren't being appreciated. Not all criticism is bad, and sometimes it can provide feedback that's valuable to your success.

Here are few tips for dealing with criticism at work:

Take time to really listen

Be genuinely open to hearing what the other person is saying and try not to interrupt or jump to conclusions. If a colleague or higher-up has something negative to say, don't disregard their comments even if you don't have a high opinion of the person. Instead of shutting down, stay objective about what he or she is saying.

Ask questions

Even the slightest bit of negative criticism is easy to misinterpret. Be prepared to ask follow-up questions during the conversation in order to prevent a bigger misunderstanding down the road. Asking questions not only shows that you're eager to figure out a solution, but the colleague's responses can help you gauge whether the negative feedback is relevant.

Don't get defensive

Whether at work or at home, it's easy to get defensive when being criticized. Fight the urge and give

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- West Bengal Horticulture Minister Mr.Subrata Saha distributed 25 nos. of VST Shakti 130 DI power tillers among horticulture beneficiaries at Berhampore, Murshidabad district on 28 May 2014. The event was arranged by our dealer Mr.Shubhendu Roy of M/s. Bhagirathi Agro tillers and the whole event was covered and published in the Bengali daily "Bartaman" on 29 May 2014 edition.



SERVICE CAMP

We had successfully conducted a service camp at M/s. Baba Enterprises, Arwal, Bihar, for 4 days from 17 May 2014 to 21 May 2014 where a total of 21 power tillers in the area were serviced free of cost to benefit the farmers using them.



AWARENESS CAMPAIGN

Rice Transplanter awareness campaigns were started in the district of Nuapada, Bargarh and Bolangir, Odisha, by M/s. Seema Enterprises, Paikamal, to educate the farmers in the area about the uses and importance of rice transplanters in their fields.



PROMOTIONAL ACTIVITIES

PANAPAKKAM & KARUMPAKKAM - TAMIL NADU

We had conducted a promotional programme at Panapakkam (Vellore District), Tamil Nadu on 23 May 2014 with the support of M/s. Padmadevi Sugar Factory. The event was arranged by our dealers M/s. Sri Krishna Agencies, Vellore & M/s. Sri Ramajeyam Traders, Arcot.



HOW TO DEAL WITH CRITICISM AT WORK

contd...

your boss or co-worker a fair chance to express his or her thoughts. The person giving you the feedback might have a reasonable point, which you'll never pick up on if you're busy thinking about how to defend yourself.

Stay calm

Don't loose your cool, especially in a professional setting. Being calm and rational is essential. Think about whether it's the feedback or how it was given that's making you angry. Most of the time it's how the negative feedback was delivered rather than the content that people find offensive. If feedback is presented in a constructive environment, criticism can be more easily digested.

Determine if it's accurate

Even if the criticism was conveyed in a startling way, there might be some truth to what your boss or colleague is saying. Don't brush it off. Responding with a brusque 'okay' and nothing more makes it look like you're just interested in ending the conversation. Instead, take a step back to assess the situation. Speak to mentors, family members or others in your office to help you understand whether the criticism is valid.

Address the problem

No matter who's at fault, it's important to address the problem, whether it's changing your own actions, acknowledging a misunderstanding or looking for others to change their ways.

Similar promotional programme was conducted at Karumpakkam (Kanchipuram District), Tamil Nadu on 26 May 2014 which was also supported by M/s. Padmadevi Sugar Factory. The event was organized by our dealer M/s. Sri Ram Agro Services, Chengalpet and around 62 sugarcane farmers had attended the event.



SIYANA, UP

We have conducted 22HP tractor demo at Siyana, Uttar Pradesh to educate the farmers about the uses and benefit of the tractors in their fields.



VAN CAMPAIGN

We had organized VAN Campaign starting from 3 April 2014 at Bihar covering 4 districts with a total of 251 villages in the span of 45 days. The agencies which were involved in the campaign were: M/s. Sri ram Agro Agency, Betiah, M/s. R. G. Enterprises, Biharsariff, M/s. Shiv Sakti Traders, Aurangabad, M/s. Girija Enterprises, Nawada, M/s. Vikky Enterprises, Hilsa, M/s. Bhagwati Sales Agency, Patna, M/s. Bhawani Enterprises, Patna, M/s. Mamta Enterprises, Fatuha.

